



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Calhoun, AL

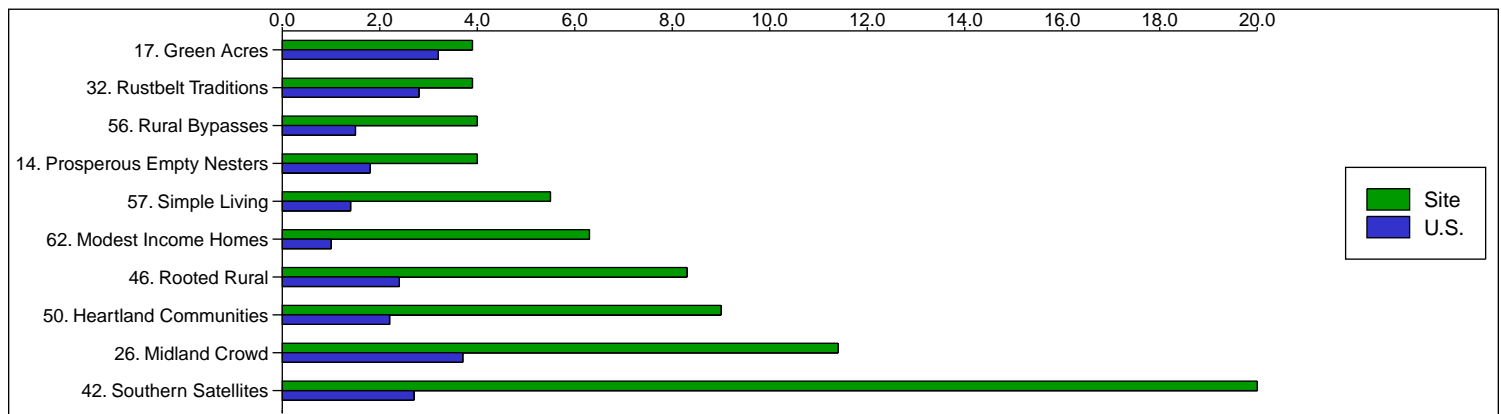
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	20.0%	20.0%	2.7%	2.7%	735
2	26. Midland Crowd	11.4%	31.4%	3.7%	6.4%	306
3	50. Heartland Communities	9.0%	40.4%	2.2%	8.6%	416
4	46. Rooted Rural	8.3%	48.7%	2.4%	11.0%	341
5	62. Modest Income Homes	6.3%	55.0%	1.0%	12.0%	620
	Subtotal	55.0%		12.0%		
6	57. Simple Living	5.5%	60.5%	1.4%	13.4%	390
7	14. Prosperous Empty Nesters	4.0%	64.5%	1.8%	15.2%	216
8	56. Rural Bypasses	4.0%	68.5%	1.5%	16.7%	262
9	32. Rustbelt Traditions	3.9%	72.4%	2.8%	19.5%	138
10	17. Green Acres	3.9%	76.3%	3.2%	22.7%	122
	Subtotal	21.3%		10.7%		
11	53. Home Town	3.0%	79.3%	1.5%	24.2%	207
12	48. Great Expectations	2.6%	81.9%	1.7%	25.9%	152
13	07. Exurbanites	2.6%	84.5%	2.5%	28.4%	105
14	18. Cozy and Comfortable	1.8%	86.3%	2.8%	31.2%	63
15	55. College Towns	1.8%	88.1%	0.8%	32.0%	223
	Subtotal	11.8%		9.3%		
16	33. Midlife Junction	1.6%	89.7%	2.5%	34.5%	65
17	36. Old and Newcomers	1.6%	91.3%	2.0%	36.5%	83
18	25. Salt of the Earth	1.4%	92.7%	2.8%	39.3%	51
19	52. Inner City Tenants	1.3%	94.0%	1.5%	40.8%	87
20	15. Silver and Gold	1.0%	95.0%	1.0%	41.8%	110
	Subtotal	6.9%		9.8%		
	Total	95.0%		41.8%		227

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI





Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Calhoun, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	47,050	100.0%		112,845	100.0%	
L1. High Society	1,240	2.6%	21	3,054	2.7%	19
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,240	2.6%	105	3,054	2.7%	105
L2. Upscale Avenues	2,682	5.7%	41	7,083	6.3%	46
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	1,834	3.9%	122	4,912	4.4%	131
18 Cozy and Comfortable	848	1.8%	63	2,171	1.9%	68
L3. Metropolis	3,149	6.7%	127	7,664	6.8%	129
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	198	0.4%	36	459	0.4%	41
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	2,951	6.3%	620	7,205	6.4%	625
L4. Solo Acts	760	1.6%	24	1,374	1.2%	24
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	760	1.6%	83	1,374	1.2%	80
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	9,843	20.9%	169	21,731	19.3%	185
14 Prosperous Empty Nesters	1,876	4.0%	216	4,282	3.8%	225
15 Silver and Gold	493	1.0%	110	1,084	1.0%	127
29 Rustbelt Retirees	430	0.9%	44	1,020	0.9%	48
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	4,215	9.0%	416	9,147	8.1%	420
57 Simple Living	2,607	5.5%	390	5,808	5.1%	440
65 Social Security Set	222	0.5%	73	390	0.3%	73
L6. Scholars & Patriots	1,014	2.2%	149	2,866	2.5%	142
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	833	1.8%	223	1,510	1.3%	181
63 Dorms to Diplomas	181	0.4%	86	1,356	1.2%	181

Source: ESRI



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LifeMode Groups
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Counties: Calhoun, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	47,050	100.0%		112,845	100.0%	
L7. High Hopes	1,245	2.6%	65	2,853	2.5%	66
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,245	2.6%	152	2,853	2.5%	163
L8. Global Roots	620	1.3%	16	1,432	1.3%	13
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	620	1.3%	87	1,432	1.3%	89
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	274	0.6%	7	716	0.6%	7
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	274	0.6%	86	716	0.6%	87
L10. Traditional Living	3,050	6.5%	74	7,114	6.3%	76
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,838	3.9%	138	4,483	4.0%	148
33 Midlife Junction	765	1.6%	65	1,549	1.4%	62
34 Family Foundations	447	1.0%	112	1,082	1.0%	105
L11. Factories & Farms	13,385	28.4%	300	32,745	29.0%	311
25 Salt of the Earth	670	1.4%	51	1,719	1.5%	56
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	9,424	20.0%	735	23,396	20.7%	776
53 Home Town	1,426	3.0%	207	3,229	2.9%	205
56 Rural Bypasses	1,865	4.0%	262	4,401	3.9%	256
L12. American Quilt	9,788	20.8%	224	24,213	21.5%	232
26 Midland Crowd	5,377	11.4%	306	13,516	12.0%	312
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	492	1.0%	69	1,209	1.1%	68
46 Rooted Rural	3,919	8.3%	341	9,488	8.4%	356
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Calhoun, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	47,050	100.0%		112,845	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	496	1.1%	22	1,106	1.0%	18
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	274	0.6%	86	716	0.6%	87
65 Social Security Set	222	0.5%	73	390	0.3%	73
U3. Metro Cities I	198	0.4%	4	459	0.4%	4
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	198	0.4%	36	459	0.4%	41
U4. Metro Cities II	2,008	4.3%	39	5,244	4.6%	47
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	447	1.0%	112	1,082	1.0%	105
36 Old and Newcomers	760	1.6%	83	1,374	1.2%	80
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	620	1.3%	87	1,432	1.3%	89
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	181	0.4%	86	1,356	1.2%	181
U5. Urban Outskirts I	3,083	6.6%	60	7,336	6.5%	57
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,838	3.9%	138	4,483	4.0%	148
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,245	2.6%	152	2,853	2.5%	163

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Total	47,050	100.0%		112,845	100.0%	
U6. Urban Outskirts II	6,391	13.6%	264	14,523	12.9%	244
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	833	1.8%	223	1,510	1.3%	181
57 Simple Living	2,607	5.5%	390	5,808	5.1%	440
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	2,951	6.3%	620	7,205	6.4%	625
U7. Suburban Periphery I	3,609	7.7%	49	8,420	7.5%	46
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,240	2.6%	105	3,054	2.7%	105
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
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U8. Suburban Periphery II	3,469	7.4%	76	7,969	7.1%	78
18 Cozy and Comfortable	848	1.8%	63	2,171	1.9%	68
29 Rustbelt Retirees	430	0.9%	44	1,020	0.9%	48
33 Midlife Junction	765	1.6%	65	1,549	1.4%	62
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,426	3.0%	207	3,229	2.9%	205
U9. Small Towns	4,707	10.0%	206	10,356	9.2%	203
41 Crossroads	492	1.0%	69	1,209	1.1%	68
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	4,215	9.0%	416	9,147	8.1%	420
U10. Rural I	7,881	16.8%	148	20,147	17.9%	157
17 Green Acres	1,834	3.9%	122	4,912	4.4%	131
25 Salt of the Earth	670	1.4%	51	1,719	1.5%	56
26 Midland Crowd	5,377	11.4%	306	13,516	12.0%	312
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	15,208	32.3%	420	37,285	33.0%	437
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	9,424	20.0%	735	23,396	20.7%	776
46 Rooted Rural	3,919	8.3%	341	9,488	8.4%	356
56 Rural Bypasses	1,865	4.0%	262	4,401	3.9%	256
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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